

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION
JANUARY 2004 COMMISSION MEETING**

BURBANK, CA

January 15-16, 2004

HIGHLIGHTS

Thursday, January 15, 2004

- **Call to Order – Item 1**

Chairman Reiner called the meeting to order at 9:15 a.m. The following Commissioners were in attendance: Alice Walker Duff, Elizabeth Rice Grossman, Sandra Gutierrez, Eliseo Medina, Margaret Taylor, Lou Vismara, and Chairman Rob Reiner.

- **Approval of Minutes – October 16, 2003 – Item 3**

The minutes for the October 16, 2003 Commission meeting were approved.

- **Chairman's Report – Item 4**

Chairman Reiner announced that Kim Belshé will be returning to the Commission as the Secretary of the Health and Human Services Agency. He also announced that Richard Riordan will be serving the Commission in his role as Secretary for Education. Both are ex-officio members.

Chairman Reiner reported that the Board of Equalization recently approved a backfill to Proposition 99 in the amount of \$21.7 million for fiscal year 2002/03. The Commission is required by the Act to backfill annually any revenues that are lost by Proposition 99, due to the addition of the Proposition 10 tax on tobacco products. In contrast to last year when the Board approved an amount proposed by a member, which was not consistent with their staff recommendation, this year the Board returned to the standard procedure of approving the BOE staff recommendation. Chairman Reiner stated that he believes a clear precedent has been set for the use of BOE staff recommendations for the backfill calculation in all future years, and he thanked staff and our partners in the County Commissions and the Board for its cooperation.

Chairman Reiner announced that it was his great pleasure to report that First 5 has now distributed one million Kits for New Parents. State Commission staff and the County Commissions are to be congratulated on this huge accomplishment.

- **Annual Report and Audit – Item 5**

The final draft of First 5 California's 2002-2003 Annual Report was presented to the Commission. Highlights from the 2002-2003 Annual Report showed that over 22 million children (0-5 years) and their families have received services and/or information through First 5 programs. Highlights also illustrated that statewide First 5 funded programs are addressing all four results areas: (1) Improved Family Functioning, (2) Improved Child Development, (3) Improved Child Health, and

(4) Improved Systems of Care. The Commission approved the report and its submission to the Governor and Legislature.

- **Research Agenda – Item 6**

The Commission was presented with initial recommendations from the Research Subcommittee for specific studies in the areas of Preschool for All and children with special needs. The recommendations and contracting process and timeline were discussed and approved by the Commission. First priority research projects includes:

- A meta-analysis of California specific studies/programs summarizing the “quality” characteristics of effective preschool programs as it applies to child outcomes.
- A statewide workforce study identifying the number and characteristics of the current early education workforce.
- A study to identify and analyze the characteristics/demographics (who they are, where they live, what their special needs are, etc.) of children who are identified with special needs after entering the K-12 system and why they were not identified earlier.

- **Update on First 5 Initiatives – Item 7**

School Readiness

The Commission was updated on progress in the School Readiness Initiative and on the School Readiness Matching Funds application process. The First 5 California Children and Families Commission and County Commission partnership launched 207 School Readiness Programs in all 58 counties through eleven statewide reviews. Special thanks to the 90 School Readiness reviewers representing 33 County Commissions. Information on the technical assistance provided for SR Programs was also provided.

Preschool for All

The Commission received an update on its \$100 million Preschool for All Demonstration Projects. The criteria for the ‘projects’ were designed in partnership with interested County Commissions and the First 5 Association. The recent ‘letter of interest’ was returned by 18 County Commissions. The continuing PFA partnership with the California Department of Education Child Development Division and the Packard Foundation was discussed. In addition, information was provided on the new resource, “Preschool for All: Step by Step A Planning Guide and Toolkit” developed by Susan Muenchow, AIR, that will soon be posted on the First 5 website (www.ccfc.ca.gov).

Health Access for All Children

The State Commissioners received an update on Health Access for All Children, a \$46.5 million four-year project approved in October 2003 to provide matching funds to County Commissions offering health insurance for all young children. Staff members reported that they are in the process of collecting enrollment data and other information from the eleven County Commissions that are contributing to an existing health insurance program in their respective counties. This information will be used to reassess the county allocation formula and determine whether any modifications are needed. Once the allocation formula is finalized, the State Commission will

release a funding application to the County Commissions (proposed release date is February or March).

In collaboration with the Foundation Partners, County Commissions, and others, staff will also continue efforts in designing the other two major project components:

- Quality Enhancement and Evaluation; and
- Outreach, Enrollment, and Retention.
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The State Commissioners also focused their attention on a number of State Budget proposals that, if approved, would significantly impact the further development and implementation of the Health Access Project as originally designed.

Nevertheless, the Commission remains committed to continuing to move forward with the development and implementation of the Health Access for All Children project and will plan to make adjustments as needed if any of the above mentioned State Budget proposals are approved.

• **First 5 Budget/Strategic Plan Overview/Tracking – Item 9**

The Commission was provided with a review of its revenue projections through 2009-2010. The estimated annual revenue decline is 4-5%. Proposed investments through 2009-2010 include: \$520.4 million for programs related to early childhood learning and education; \$63.1 million for health programs; \$186.5 million for parent and community education/media; \$74.4 million for tobacco cessation; \$61.6 million for evaluation, research and TA; and \$33.7 million for administration. This leaves a reserve of \$4.8 and \$5.9 million per year as a reserve and does not include funding for programs slated to end that the Commission may wish to continue funding.

• **First 5 Association of California Input on First 5 Priorities – Item 10**

Mark Friedman, President of the First 5 Association of California, presented proposed priorities for joint Association/Commission activities in 2004. Mr. Friedman noted the economical and political context for the Associations priorities: the continuing state budget crisis will engender increased scrutiny of Prop 10 revenues; First 5's public and private partners—in health, family services, child welfare, and early education—face revenue losses that may undermine many of First 5's key strategies. The Association priorities are:

Maintaining the presence and stability of First 5 in every county of the state

- The Association will continue to work with the State Commission to support small counties and ensure that children in every California county benefit from the revenues generated by Prop. 10.

Improving the capacity to tell the First 5 Story

- The Association proposes joint creation of new, easily understood, accessible resources for use in explaining the impact of First 5 locally and statewide.
- The Association also supports increased collaboration, coordination, and mutual support in media relations.

Enhancing the Association's working partnership with the State Commission

- The Association supports continued autonomous decision-making, at the same time that they acknowledge the importance of our mutual relationship.
 - The Association proposes the on-going use of working groups—similar to the original School Readiness working group—to assess, problem-solve, and continue to improve the practices that govern mutual activities.
- **External Reviews of State and County Commissions' Actions, Roles and Responsibilities – Item 11**

Joe Munso, Chief Deputy Director, provided a brief review of recent activities and potential issues that may arise regarding external reviews and requests for information. He acknowledged the media interest in what is happening with Prop 10 revenues. He noted the AP's statewide request for information as well as on-going press stories and inquiries. He also apprised the Commission that the Bureau of State Audits has informed Commission staff that it will soon commence an audit of the State Commission and several County Commissions. The audit is the result of a request from Senator Florez and the decision of the Joint Legislative Audit Committee to conduct an audit. He noted that it is yet to be known which counties will be included or what the scope of the audit will be, though it is expected to cover both fiscal and performance issues. Frank Furtek, Counsel to the Commission, also noted that the ACLU has suggested that the Commission has an obligation to issue anti-discrimination regulations. He stated that this arose from concern about a county commission contract. He reported that this issue has been resolved, but the concern of the ACLU could be raised again at a future time.

• **Advisory Committee on Diversity – Item 12**

The Commission was presented with an update on the accomplishments of the Advisory Committee on Diversity and on the progress of implementing the Principles on Equity. Patti Huston reported that the Commission's Principles on Equity have been inserted into all contracts and RFPs processed through First 5. The Principles on Equity have been integrated into the Commission's major projects, including the media campaign, the community outreach program, the School Readiness Initiative, the Special Needs Project and other statewide projects.

Ms. Huston reported that a contractor will be sought to assist in developing further implementation steps. The selected contractor will interview stakeholders, including members of the Advisory Committee on Diversity, and will bring recommendations before the Commission for future action. Commissioners noted that is important for the contractor/consultant to talk with County Commissions and the Association in developing implementation recommendations.

• **California Teacher's Association (CTA) Initiative: The Improving Classroom Education Act – Item 13**

Frank Furtek, Counsel from the Attorney General's Office, advised Commissioners that they can not use their position as Commissioners to support or oppose a matter before the voters of the state. He noted that this applies to the CTA Initiative because it appears likely to be on the ballot in November. Mr. Furtek informed the Commissioners that they can participate in activities related to the initiative if they clearly are doing so as individuals, not as Commissioners.

- **Adjournment – Item 14**

Chairman Reiner adjourned the first day of the planning session meeting at 3:50 p.m. and announced that the Commission will reconvene on Friday, January 16th at 9:00 a.m. to continue its planning session.

Friday, January 16, 2004

- **Call to Order – Item 1**

Chairman Reiner called the meeting to order at 9:10 a.m. The following Commissioners were in attendance: Alice Walker Duff, Elizabeth Rice Grossman, Sandra Gutierrez, Eliseo Medina, Margaret Taylor, Lou Vismara, and Chairman Rob Reiner.

- **Community Based Outreach (CBO) Program – Item 3**

Since its inception, the State Commission has adopted a three-tiered approach to its public awareness/education efforts. The Commission has communicated with the broader public through:

- Paid Media – brief, general messages, controlled entirely by First 5 California, that reach a large number of people
- Earned Media (a.k.a. Public Relations) – news coverage of First 5 California issues, which is considered very credible because of the source of the information (i.e. news organizations)
- Community Based Outreach – one-on-one personal outreach from trusted community members to specific populations that is high quality, but limited in the numbers reached (compared to paid media)

For nearly two years, the Commission has provided funding to community organizations in order to extend the reach of the Commission's public education efforts to parents and caregivers who do not receive messages from the paid media campaigns. While the first two outreach approaches are aimed at raising awareness and educating the general public, the CBO Program goes a step further to connect in a very personalized way with audiences who are not reached through traditional broad based outreach efforts. Through 165 different community groups, the program has provided parents and caregivers with parenting information on 15 different subjects. As of June 30, 2003, over one million people were reached and over 13 million parenting brochures were distributed in 10 different languages.

At the last Commission meeting, Commissioners approved the funding and release of a 3-year public relations contract, which would include \$3 million per year (\$9 million total) for community outreach (CBO Program). However, the specific focus of the CBO Program had yet to be determined. The Commission discussed potential content focus (i.e., key messages) of the program.

- Preschool for All advocacy
- Health care enrollment and outreach
- Parent/caregiver education
- Post-partum depression
- A combination of the above topics

Because of the shifting nature of State Government priorities, as they relate to potential content topics for the CBO program, staff recommended that the State Commission hold off on making a decision on the content focus of the CBO Program. Instead, staff can require the winning bidder of the public relations contract to develop a recommendation for the content focus and program structure of the CBO program within three months of contract initiation. The firm can be required to develop a work group from which the recommendations are generated.

Commissioners asked staff to develop options that will eliminate any lapse in time between funding of the next phase of the CBO program.

- **Media Campaign – Item 4**

GMMB, the State Commission's paid media contractor, presented results of research on the effect of the paid media campaign to date. The results indicated that the Commission's media campaign is having a profound impact, particularly in the area of Preschool for All. The next round of ads on Preschool for All will begin in spring of this year. The Commissioners discussed ideas for future advertising campaigns:

- Preschool for All
- Parent education
- Anti-smoking
- Early assessment for developmental delays
- Benefits of quality child care
- Health care.

A new paid media contract will be in place July 1 and these and other ideas will be pursued.

- **Presentation on Safe from the Start – Item 5**

The Commission received a program update from the Attorney General's Office regarding Safe from the Start Program. Safe from the Start is a statewide movement designed to reduce exposure to violence among children and to mitigate the effects when such exposure occurs. Project staff is seeking continued funding from the Commission in the amount of \$1.3 million total for three years. After some discussion, the Commission requested that project staff provide more specific information about what will be achieved during the next three years and schedule the agenda item for action in March 2004.

- **KCET's Informal Care Production, KCed – Item 6**

KCET TV station CEO Al Jerome presented a \$7 million three-year funding request for development and production of a new PBS program KCed™. The program will be designed to provide early education teaching strategies for in-home child care providers.

Overview of the Series

After conducting focus groups in September 2003, KCET determined that the series would be based on a talk-show format. Guests would include child development experts, celebrities and caregivers. According to KCET's proposal, the series would:

- Address specific caregiving issues, such as how to help children acquire cognitive, social and physical competencies;
- Respond to the complexity of California's diverse population by including characters and contexts representative of various communities, including those with disabilities;
- Focus on caregivers support issues, such as what resources are available and how to access them;
- Highlight best practices.

According to KCET:

- Children in unlicensed family child care homes spend 10% of their time watching television, 7% of that time is spent watching educational television.
- Over 80% of child care centers have a television and use it.
- 93% of caregivers in these centers agree that television is an appropriate teaching tool.

The KCET request for \$7 million from First 5 California would be split as follows:

Year 1:\$4 million

Year 2:\$2 million

Year 3:\$1 million

Several questions were raised by Commissioners, which included the method of information dissemination, Commission involvement/control of the messages, linkages with other organizations, recent research on reaching informal care givers, and County Commission participation in the funding. Commissioners requested more information from KCET and directed staff to work with KCET to answer questions raised and to determine how the funding request could be lowered.

- **Adjournment – Item 8**

Chairman Reiner adjourned the meeting at 1:05 p.m. The next Commission meeting will be on March 18, 2004 in Santa Barbara.